

Yellow Pages National Usage Study 1989

***12-Month Summary
Of Research Results***

YPPA®

Yellow Pages Publishers Association

1989 RESULTS

The following report provides the key findings from the 1989 National Yellow Pages Usage Study. Based on the full year of measurement (48 measurement weeks during January through December, 1989) a total of 10,608 telephone interviews were conducted among a random sampling of persons age 18 and over residing in telephone households in the continental United States.

98.3%

of all adults indicated familiarity with the Yellow Pages, hence awareness of the Yellow Pages is virtually universal.

90.4%

of all adults referred to the Yellow Pages at least once in the past year.

77.6%

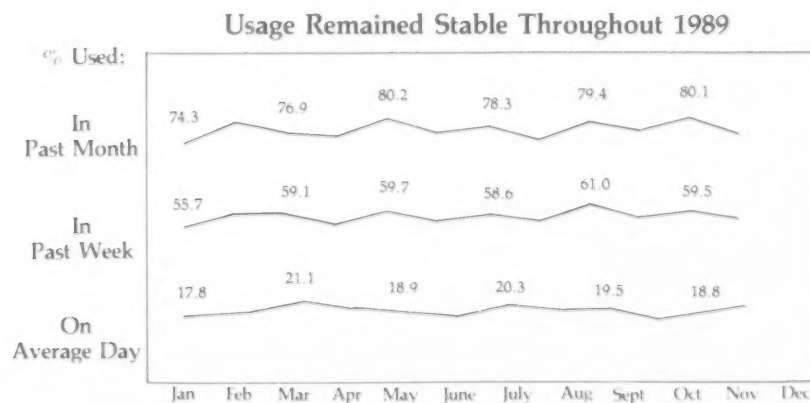
of all adults referred to the Yellow Pages in the typical month during 1989.

58.4%

of all adults in the U.S. referred to the Yellow Pages in the typical week.

19.0%

of all adults used the Yellow Pages on the typical day during 1989.



3.20

references to the Yellow Pages were made, on the average, by adult users in the typical week, or 1.87 references per week among all persons. This resulted in an estimated 17.4 billion references by U.S. adult consumers in 1989.

YELLOW PAGES NATIONAL USAGE STUDY 1989

ON THE AVERAGE YELLOW PAGES REFERENCE...

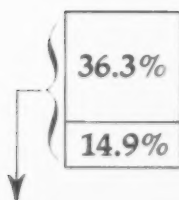
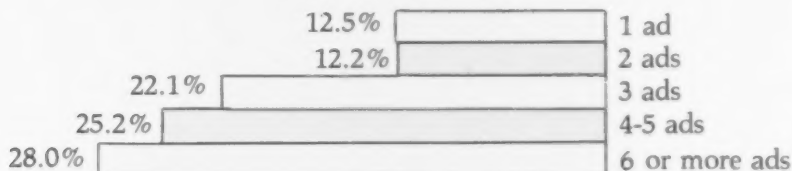
*

55.6%

referred to one or more Yellow Pages advertisements (based on the 17.4 billion references).

4.32

is the average number of ads referenced when consumers look at ads, or 2.40 ads looked at among all references. In 1989 this resulted in an estimated 41.8 billion Yellow Pages ads referenced.



On the average reference 36.3% of consumers did not have the name of a store or business in mind prior to looking in the Yellow Pages. An additional 14.9% of consumers had two or more names in mind on where the purchase could be made. Therefore...

51.2%

of consumers had a decision to make or could be influenced by what they saw in the Yellow Pages.

73.5%

of these 17.4 billion Yellow Pages references were for home or personal reasons and 26.5% were job-related or for business reasons (for an estimated 4.6 billion business references in 1989).

84.0%

of these 17.4 billion Yellow Pages references resulted in a contact of a store or business.

49.4%

of these 17.4 billion Yellow Pages references resulted in the purchase of a product or service. This resulted in an estimated 8.6 billion purchases in 1989 after adult consumers looked in the Yellow Pages. Among purchasers, **43.9%** were new customers to the place where the purchase was made.

Among those adults who did not make a purchase 76.4% indicated that they were either very or somewhat likely to make a purchase.

Hence...**88.1%** of Yellow Pages users had *either* made a purchase or indicated they were likely to do so.

1989 RESULTS

1989 ESTIMATES OF PAST 7-DAY USAGE

		POPULATION (000)	% OF POPULATION	PAST 7-DAY YELLOW PAGES USAGE AVERAGE FREQUENCY	PAST 7-DAY USES (000)	% OF USES	USAGE INDEX*
TOTAL	Adults 18+	178,685	100.0	1.87	334,141	100.0	100
SEX	Males 18+	85,077	47.6	1.91	162,663	48.7	102
	Females	93,608	52.4	1.83	171,478	51.3	98
AGE	18-24	24,978	14.0	2.26	54,918	16.4	117
	25-34	43,592	24.4	2.24	94,996	28.4	116
	35-49	48,902	27.4	2.35	111,801	33.5	122
	50-64	32,098	18.0	1.63	50,900	15.2	84
	65+	29,115	16.2	0.76	21,526	6.5	40
EDUCATION	Less than H.S. Grad	29,147	16.3	0.88	25,108	7.5	46
	H.S. Grad	67,589	37.8	1.87	123,725	37.0	98
	At Least Some College	81,949	45.9	2.31	185,308	55.5	121
HOUSEHOLD INCOME (000)	Under \$10	20,686	11.6	1.22	23,193	6.9	59
	\$10-24.9	47,995	26.8	1.66	73,221	21.9	82
	\$25-39.9	47,531	26.6	2.13	93,043	27.9	105
	\$40 or more	62,473	35.0	2.52	144,684	43.3	124
CENSUS REGION	Northeast	38,252	21.4	1.53	58,680	17.6	82
	Midwest	44,246	24.8	1.85	82,033	24.5	99
	South	61,266	34.2	1.86	114,254	34.2	100
	West	34,941	19.6	2.26	79,174	23.7	121
COUNTY SIZE	A	74,385	41.6	1.83	135,320	40.5	97
	B	53,912	30.2	2.14	114,690	34.3	114
	C	26,939	15.1	2.01	53,827	16.1	107
	D	23,449	13.1	1.30	30,304	9.1	69

*Index = % of uses ÷ % of population.

Source: Statistical Research, Inc.

A description of sampling and survey procedures, sample sizes, sampling error estimates and other qualifications are available upon request.

THE STUDY

The information contained in this brochure was compiled by Statistical Research, Inc. (SRI), an experienced, independent national research firm headquartered in Westfield, New Jersey. SRI was commissioned by the YPPA (Yellow Pages Publishers Association) to conduct an ongoing national study to measure consumer Yellow Pages usage.

The study design measures overall usage, frequency of usage, type of usage, and end results of usage.

The research methodology utilizes a random digit dial telephone technique and interviews are conducted throughout the country on a daily basis over 12 four-week measurement periods annually — each of which includes an average of 900 telephone interviews.

Future plans include release of study information to show seasonal variations in Yellow Pages usage; Yellow Pages usage by specific product/service categories; and demographic variations in Yellow Pages usage by sex, age, education and income as related to specific products and services.

This report highlights the study results from the 12 four-week periods studied during January through December 1989. These results prove, now more than ever, that Yellow Pages advertising can help advertisers and agencies reach prospects when they are ready to buy.

For more information, contact YPPA Headquarters.

YPPA®



Yellow Pages Advertising Works

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1990 RESULTS

The following report provides the key findings from the 1990 National Yellow Pages Usage Study. Based on the full year of measurement (48 measurement weeks during January through December, 1990) a total of 6,490 telephone interviews were conducted among a random sampling of persons 18 and over residing in telephone households in the continental United States.

98.7%

of all adults indicated familiarity with the Yellow Pages, hence awareness of the Yellow Pages is virtually universal.

89.8%

of all adults referred to the Yellow Pages at least once in the past year.

77.4%

of all adults referred to the Yellow Pages in the typical month during 1990.

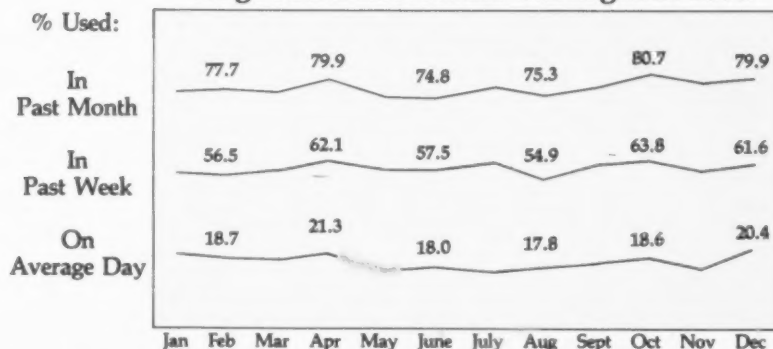
59.0%

of all adults in the U.S. referred to the Yellow Pages in the typical week.

18.3%

of all adults used the Yellow Pages on the typical day during 1990.

Usage Remained Stable Throughout 1990



3.17

references to the Yellow Pages were made, on the average, by adult users in the typical week, or 1.87 references per week among all persons. This resulted in an estimated **17.6** billion references by U.S. adult consumers in 1990.

YELLOW PAGES NATIONAL USAGE STUDY 1990

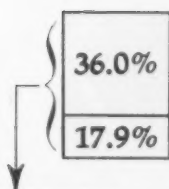
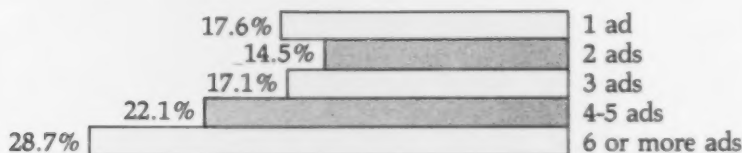
ON THE AVERAGE YELLOW PAGES REFERENCE...

*** 56.6%**

referred to one or more Yellow Pages advertisements (based on the 17.6 billion references).

**** 5.14**

is the average number of ads referenced when consumers look at ads, or 2.91 ads looked at among all references. In 1990 this resulted in an estimated 51.2 billion Yellow Pages ads referenced.



On the average reference 36.0% of consumers did not have the name of a store or business in mind prior to looking in the Yellow Pages. An additional 17.9% of consumers had two or more names in mind on where the purchase could be made. Therefore...

53.9%

of consumers had a decision to make or could be influenced by what they saw in the Yellow Pages.

76.4%

of these 17.6 billion Yellow Pages references were for home or personal reasons and 23.6% were job-related or for business reasons (for an estimated 4.2 billion business references in 1990).

83.5%

of these 17.6 billion Yellow Pages references resulted in a contact of a store or business.

47.0%

of these 17.6 billion Yellow Pages references resulted in the purchase of a product or service. This resulted in an estimated 8.3 billion purchases in 1990 after adult consumers looked in the Yellow Pages. Among purchasers, **46.9%** were new customers to the place where the purchase was made.

Among those adults who did not make a purchase, 76.8% indicated that they were either very or somewhat likely to make a purchase. Hence... **87.7%** of Yellow Pages users had either made a purchase or indicated they were likely to do so.

1990 RESULTS

1990 ESTIMATES OF PAST 7-DAY USAGE

		POPULATION (000)	% OF POPULATION	PAST 7-DAY YELLOW PAGES AVERAGE FREQUENCY	PAST 7-DAY USAGE (000)	% OF USES	USAGE INDEX*
TOTAL	Adults 18+	181,362	100.0	1.87	339,147	100.0	100
SEX	Males	86,652	47.8	1.94	167,915	49.5	103
	Females	94,710	52.2	1.81	171,232	50.5	97
AGE	18-24	25,160	13.9	2.27	56,223	16.6	119
	25-34	43,525	24.0	2.38	101,975	30.1	125
	35-49	50,781	28.0	2.11	105,477	31.1	111
	50-64	32,355	17.8	1.63	51,917	15.3	86
	65+	29,541	16.3	0.81	23,555	6.9	42
EDUCATION	Less than H.S. Grad.	27,954	15.4	1.05	28,656	8.5	55
	H.S. Grad.	69,131	38.1	1.76	118,785	35.0	92
	At Least Some College	84,277	46.5	2.33	191,706	56.5	121
HOUSEHOLD INCOME (000)	Under \$10	20,396	11.2	1.21	22,994	6.8	61
	\$10-24.9	46,375	25.6	1.65	71,291	21.0	82
	\$25-39.9	47,172	26.0	2.27	99,764	29.4	113
	\$40 or more	67,419	37.2	2.31	145,098	42.8	115
CENSUS REGION	Northeast	38,749	21.4	1.74	67,370	19.9	93
	Midwest	44,958	24.8	1.68	75,469	22.3	90
	South	62,149	34.2	1.99	123,579	36.4	106
	West	35,506	19.6	2.05	72,729	21.4	109
COUNTY SIZE	A	75,568	41.7	1.78	131,309	38.7	93
	B	55,010	30.3	2.32	124,585	36.7	121
	C	27,442	15.1	2.07	55,453	16.4	109
	D	23,342	12.9	1.22	27,800	8.2	63

*Index = % of uses ÷ % of population.

Source: Statistical Research, Inc.

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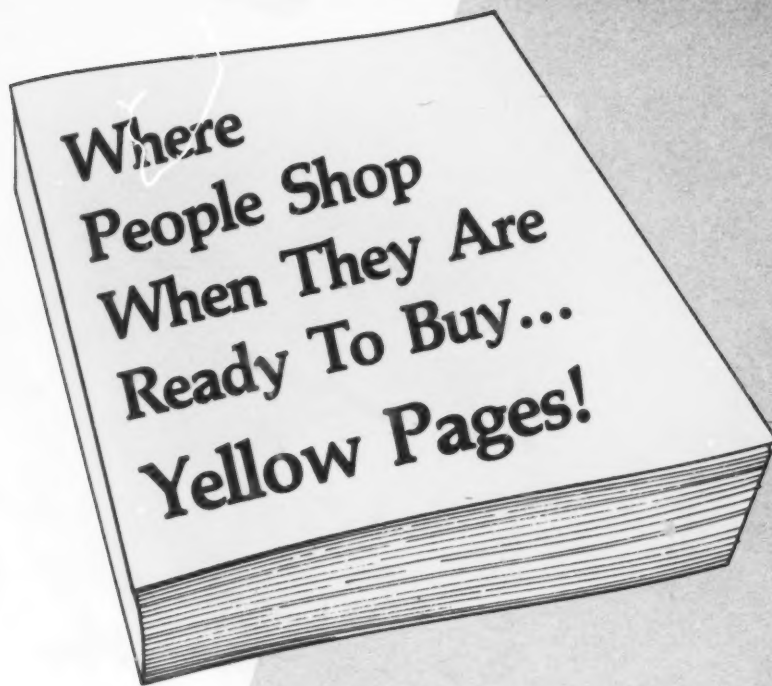
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